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A transfer capable of applying one- or multi-coloured patterns to textiles under heat and pressure comprises a carrier sheet (1) having a non-binding surface which carries (a) a one- or multi-coloured pattern (5) printed on the carrier sheet using a digitally controlled colour printer; (b) a transparent (6) or white-pigmented (7) elastomer layer of a polymer having a high plasticizing point printed configuratively on the pattern (5); and (c) a heat-activatable thermoplastic polymeric glue layer (8) printed configuratively on the transparent (6) or white-pigmented (7) elastomer layer or a heat-activatable hot melt granulate sprinkled on the elastomer layer while said layer was still wet. An even better encapsulation of the coloured pattern is obtained when the carrier sheet has printed thereon a first transparent elastomer layer of a polymer having a high plasticizing point, and the pattern is printed on this elastomer layer using a digitally controlled colour printer. Additional strength is obtained when both a transparent elastomer layer and a white-pigmented elastomer layer are printed on top of the coloured pattern.

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